

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pureti, Inc.		10/18/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PURETi Group,LLC		
Street Address:	44 W. 28th Street, 5th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85095238	CLEAN HALF AS OFTEN, CLEAN TWICE AS EASY	
Serial Number:	77938505	POWERED BY PURETI	
Registration Number:	3876059	PURETI	
Registration Number:	3454385	TIOXOFRESH	
CORRESPONDENCE DATA			
Fax Number:	7033912901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	703-391-2900		
Email:	tm-docketing@marburylaw.com		
Correspondent Name:	Shauna M. Wertheim		
Address Line 1:	11800 Sunrise Valley Drive, 15th Fl.		
Address Line 4:	Reston, VIRGINIA 20191		
ATTORNEY DOCKET NUMBER:	3007T		
NAME OF SUBMITTER:	Shauna M. Wertheim		

TRADEMARK

Signature:	/Shauna M. Wertheim/
Date:	12/16/2013
Total Attachments: 5 source=Assignment executed. 18 Oct. 2013 & Exhib A#page1.tif source=Assignment executed. 18 Oct. 2013 & Exhib A#page2.tif source=Assignment executed. 18 Oct. 2013 & Exhib A#page3.tif source=Assignment executed. 18 Oct. 2013 & Exhib A#page4.tif source=Assignment executed. 18 Oct. 2013 & Exhib A#page5.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, (the "Assignment") is made as of the 18^{*} day of October, 2013, by PURETi, Inc., a Delaware corporation ("Assignor"), and PURETi Group, LLC, a Delaware limited liability company with an address at 44 W. 28th Street, 5th Floor, New York, New York 10001 ("Assignee").

WHEREAS, Assignor owned the trademarks listed in Exhibit A (the "Marks");

WHEREAS, Assignee succeeded to the business of Assignor, and acquired all of the assets of Assignor, including but not limited to the Marks, and any and all applications and registrations therefor, together with the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties agree as follows:

Assignment. Assignor hereby grants, bargains, transfers, sells, assigns, conveys and delivers to Assignee its entire right, title and interest in and to the Marks, including any pending applications in the U.S. or abroad, and all goodwill appurtenant therewith, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made, together with all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor hereby covenants and agrees that, at any time and from time to time forthwith upon the written request of Assignee, it will do, execute, acknowledge and deliver or cause to be done, executed, acknowledged and delivered, each and all of such further acts, deeds, assignments, transfers, conveyances, powers of attorney and assurances as may reasonably be required by Assignee in order to assign, transfer, set over, convey, assure and confirm unto and vest in Assignee, its successors and assigns, title to the assets sold, conveyed, transferred and delivered by this Agreement.

This Assignment is being executed and delivered by Assignor as of this 18 day of October, 2013.

PURETi, Inc.

By: 
Glen Finkel
CEO

STATE OF New York)
COUNTY OF New York)

On this 18th day of October, 2013, before me, personally appeared Glen Finkel, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on said instrument, the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal, this 18 day of October, 2013.


Notary Public

My Commission Expires: 9-12-15

[SEAL]

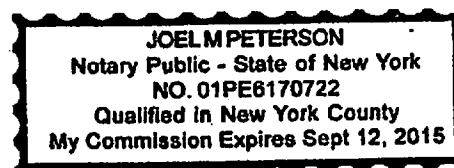


EXHIBIT A**U.S. Marks (Applications and/or Registrations)**

MARK	U.S. APP. NO.	U.S. REG. NO.	GOODS/SERVICES IN APP./REG.
CLEAN HALF AS OFTEN, CLEAN TWICE AS EASY	85/095,238	Pending	Coatings in the nature of water-based surface coating preparations made with ultra-violet photocatalysis technology for protecting interior and exterior surfaces that are exposed to light from build-up of grime, bio-film and odors (Cl. 2) Application of coatings for others, namely, applying a water-based protective coating made with ultra-violet photocatalysis technology to interior and exterior surfaces that are exposed to light to protect from build-up of grime, bio-film and odors (Cl. 37)
POWERED BY PURETi	77/938,505	Pending	Water-based surface coating preparations made with ultra-violet photocatalysis technology for protecting interior and exterior surfaces that are exposed to light from build-up of grime, bio-film and odors (Cl. 2)
PURETi	77/938,500	3,876,059	Application of protective coatings for others, namely, applying a water-based protective coating made with ultra-violet photocatalysis technology to interior and exterior surfaces that are exposed to light to protect from build-up of grime, bio-film and odors (Cl. 37)
TIOXOFRESH	77/028,912	3,454,385	Preparations for neutralizing odors and removal of organic compounds for use on carpeting, upholstery, textiles, furs, leather, non-weaves and fabrics (Cl. 5)

International Marks (Applications and/or Registrations)

MARK	APP. NO./ REG. NO.	REGISTER/COUNTRY	GOODS/SERVICES IN APP./REG.
POWERED BY PURETi	011051984	Community Trademark	Water-based surface coating preparations made with ultra-violet photocatalysis technology for protecting interior and exterior surfaces that are exposed to light from build-up of grime, bio-film and odors (Cl. 1) Application of protective coatings for others, namely, applying a water-based protective coating made with ultra-violet photocatalysis technology to interior and exterior surfaces that are exposed to light to protect from build-up of grime, bio-film and odors (Cl. 37)
POWERED BY PURETi	8699172	China	Cl. 12
POWERED BY PURETi	8699173	China	Water-based surface coating preparations made with ultra-violet photocatalysis technology for protecting interior and exterior surfaces that are exposed to light from build-up of grime, bio-film and odors (Cl. 2)
POWERED BY PURETi	8699174	China	Cl. 1
PURETi	8699175	China	Application of protective coatings for others, namely, applying a water-based protective coating made with ultra-violet photocatalysis technology to interior and exterior surfaces that are exposed to light to protect from build-up of grime, bio-film and odors (Cl. 37)
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PURETi	011052008	Community Trademark	<p>Water-based surface coating preparations made with ultra-violet photocatalysis technology for protecting interior and exterior surfaces that are exposed to light from build-up of grime, bio-film and odors (Cl. 1)</p> <p>Application of protective coatings for others, namely, applying a water-based protective coating made with ultra-violet photocatalysis technology to interior and exterior surfaces that are exposed to light to protect from build-up of grime, bio-film and odors (Cl. 37)</p>
PURETi ITALIA	011052016	Community Trademark	<p>Water-based surface coating preparations made with ultra-violet photocatalysis technology for protecting interior and exterior surfaces that are exposed to light from build-up of grime, bio-film and odors (Cl. 1)</p> <p>Application of protective coatings for others, namely, applying a water-based protective coating made with ultra-violet photocatalysis technology to interior and exterior surfaces that are exposed to light to protect from build-up of grime, bio-film and odors (Cl. 37)</p>